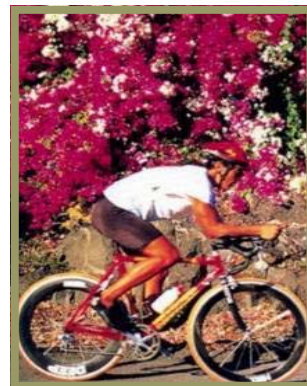




Cherry Capital Cycling Club

Green Commuting Project

The Cherry Capital Cycling Club in Traverse City was awarded a Community Energy Project Grant in January 1998. The Club's Transportation Alternatives Section met monthly from January to May to plan the Bike to Work Week, participation in various community events, and an educational display. Marketing efforts to reach potential bicycle commuters focused on advertising specific events, recruitment of Bike to Work Week partners, and participation in community events.



Two articles and an editorial in the area's largest newspaper featured Bike to Work Week events. The Week's events were also featured on a television news broadcast, and a local radio talk show. Video footage of bike events were taken, edited, and shown repeatedly on local public access television. Posters were distributed around town.

Free valet bicycle parking was available at various community events during the Spring and Summer and this provided an opportunity to promote green commuting. An educational display and easy to read commuting guide was developed. The display was used at a transportation workshop, Earth Day celebration, and at bike parking corrals.

A major marketing focus was to appeal directly to employees of Bike to Work Week partners and have employers provide incentives. Partnerships were developed with approximately 20 major employers in the area who had over 6,000 employees. Employees were reached through posters, employee newsletters, seminars and incentive promotions. CCCC provided educational materials, buttons, posters, volunteer speakers, and t-shirt order options. Incentives ranged from a bike maintenance clinic to free breakfasts, t-shirts, and pizza parties.

Bike to Work Week was held June 6-13, 1998. Events held during the Week included:

- A free breakfast stop was offered to bicycle commuters each morning (Mon-Fri) at a City park located near the center of town. A tent was set up and a large banner displayed to attract bicycle commuters. There were approximately 60 bike commuters served each morning.
- A City proclamation encouraged citizens to use bicycling and was presented at a public gathering before a noon hour ride through town. The ride was attended by elected officials, employees from bike partners, and other interested citizens. To add to the festivities there was music and refreshments. Approximately 150 people participated in the gathering.
- Bike parking corrals at community events.
- Downtown merchant incentives.
- "Commute A New Way Day" was designated on Friday to encourage other alternatives such as walking, public buses, or ride sharing.

For further information regarding this Case study contact:

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